MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

BMK2034 – STRATEGIC MARKETING

(All Sections / Groups)

4 OCTOBER 2023
9:00 a.m. – 11:00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page, excluding this cover page.

2. Essay questions. Answer ALL questions.

3. The total marks for this exam are 100 marks.

QUESTION 1

a) Imagine you are launching a new premium coffee brand in a market dominated by established competitors. Perform a SWOT analysis to identify the brand's strengths, weaknesses, opportunities, and threats. (10 marks)
b) Based on the analysis, recommend strategies to differentiate and compete effectively. (10 marks)

QUESTION 2

a) Explore how competitive advantage differs in service industries compared to product-based industries. (6 marks)
b) Choose a service-based company and analyze how it has built and maintained its competitive edge through unique service offerings. (14 marks)

QUESTION 3

Investigate how companies collaborate within innovation ecosystems (e.g., tech startups, research institutions) to drive competitive advantage. (20 marks)

QUESTION 4

Discuss the advantages of behavioral segmentation in today's data-rich environment. (20 marks)

QUESTION 5

Analyze how cultural insensitivity in marketing campaigns can lead to reputation crises for multinational companies. (20 marks)

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